

Site or application:

URL:

I chose this site because:

What I like about this site is:

When I think of the design of this site I think its:

UI specific questions:

What would you say stands out the most on the main screen or page?

Is the content broken up into obvious sections?

How many different text styles are used?

How do they help with the communication of the words?

How many different colors are used on one screen at a time?

Do you notice any subtle differences in their use of color?

Do you notice any sections being reused throughout the experience?

Is there anything on the page that confuses you in terms of its design?